

HUMAN Agentic Visibility for Publishers

See Clearly. Govern Wisely.

Digital publishers are already feeling the early impact: AI agents are changing how content is consumed, discovered, and monetized. Traditional bot-or-not defenses are no longer enough when you need to selectively allow beneficial AI search indexers while blocking unauthorized LLM scrapers that take your intellectual property without compensation.

Agentic Visibility from HUMAN, powered by HUMAN AgenticTrust and embedded within HUMAN Sightline, turns unknown AI traffic into visible, controllable, and trusted interactions. It helps publishers protect content, preserve accurate ad metrics, and safely enable new licensing and syndication models.

**According to Gartner®,
“[by] 2035, 80% of
internet traffic could be
driven by AI Agents.”**

—Gartner Futures Lab: *The Future of Identity*, 7 April 2025¹

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Agentic Visibility helps with



**TRANSPARENCY
INTO AI-DRIVEN
ACTIVITY ACROSS
YOUR DIGITAL
PROPERTIES**



**SEPARATION OF
HUMAN, BOT, AND AI
AGENT ACTIVITY**



**PROTECTING
CONTENT FROM
UNAUTHORIZED
SCRAPING AND
EXTRACTION**



**IDENTIFYING SPOOFED
OR MALICIOUS
AGENTS BEFORE THEY
CAN ACT**



**GOVERNING HOW
TRUSTED AI
PARTNERS ACCESS
AND USE YOUR
CONTENT**

Benefits



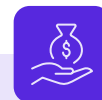
SEE AI AGENTS IN ACTION

Gain visibility into how AI agents access, discover, and extract content across your properties, with clear reporting on sessions, activity, and targeted routes.



MAKE AI PLAY BY YOUR RULES

Distinguish trusted AI partners from unauthorized scrapers and apply access policies that align to your content, monetization, and licensing strategy.



PROTECT MEDIA YIELD AND VALUE

Keep AI traffic from inflating analytics and distorting ad performance while preserving inventory quality, advertiser trust, and the value of your content.

How It Works



COLLECTS

thousands of behavioral, technical, network, and reputational indicators across your digital properties



DETECTS

identifies, and classifies AI agents by type and trust level - including their provider and agent category



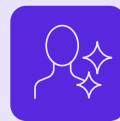
REPORTS

how AI agents access and interact with content and revenue-generating pages so you can understand where AI traffic is helping, distorting, or extracting value

Key Capabilities



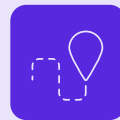
Trust verification to help determine whether an AI agent is trusted, spoofed, unauthorized, or malicious.



AI agent detection and identification including provider, type, and behavior at the session level.



Real-time visibility into behavior and intent, showing sessions, activities, top targeted routes, and blocked versus allowed agent activity across your properties.



Session Journey Mapping that reports how agents move through your site or app – what they crawl, which pages and APIs they touch, where they start, and how they exit.



Content and monetization protection insights that flag unauthorized scraping, spoofed agents, and AI activity that can distort ad metrics, drain yield, or extract premium content.

The Human Advantage

Detection without Blindspots

We verify over 20 trillion interactions weekly across 3 billion devices, connecting global dots to reveal threats others miss across the customer journey.

Intelligence at the Core

Satori isn't just threat intel, it's a team on the front lines. From uncovering global fraud rings to surfacing new attack patterns, every HUMAN decision is powered by real-time insights.

Precision that Performs

>2,500+ signals per interaction. 400+ adaptive models. Decisions in milliseconds. HUMAN turns massive telemetry into high-fidelity decisions you can trust.

HUMAN Security is the global leader in Agentic Trust, the emerging discipline that informs and governs how humans, bots, and AI agents operate online. HUMAN analyzes over a quadrillion digital interactions each year to distinguish legitimate activity from fraud, abuse, and automated manipulation. Learn more at www.humansecurity.com.